

## Visitor's Index MARCH 2005

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention and Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the month of March 2005.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (February)*	47	43.8	7.3%	42.4	39.5	7.3%
Impact	Hotel Sales (February)	\$5,843,652	\$5,359,441	9.0%	\$86,240,351	\$81,804,976	5.4%
	Average Hotel Rate (February)*	\$58.39	\$55.66	4.9%	\$57.33	\$54.71	4.8%
	Revenue Par (February)	\$31.99	\$29.20	9.6%	\$54.00	\$50.38	7.2%
	Total Retail Sales (November 2004)**	\$454,502,368	\$357,052,531	27.3%	\$3,885,571,462	\$3,553,536,084	9.3%
	Total Airport Passengers (March)*	48,787	32,737	49.0%	124,425	86,593	43.7%
Visitor and Convention Services	Asheville Visitor Center	10,095	10,213	-1.2%	111,373	111,242	0.1%
	Black Mountain Visitor Center	1,435	1,244	15.4%	17,115	20,388	-16.1%
	Groups Serviced - Meetings/Conventions	11	13	-15.4%	184	217	-15.2%
	Groups Serviced - Motorcoach	8	4	100.0%	53	54	-1.9%
Meetings And Conventions	Convention Bookings	13	11	18.2%	68	126	-46.0%
	Room Nights Generated	2,793	3,534	-21.0%	28,092	45,560	-38.3%
	Number of Delegates	2,580	4,605	-44.0%	21,696	44,933	-51.7%
	Estimated Spending	\$920,661.59	\$1,167,826.00	-21.2%	\$12,418,883.87	\$19,362,740.29	-35.9%
	Sales Leads Distributed	13	32	-59.4%	123	176	-30.1%
Group Tour	Group Tours	33	29	13.8%	375	585	-35.9%
	Room Nights	765	684	11.8%	11,288	16,863	-33.1%
	Estimated Spending	\$115,974	\$103,694	11.8%	1,701,928	\$2,552,709	-33.3%
	Sales Leads	14	36	-61.1%	70	163	-57.1%
Visitor Inquiries	exploreasheville.com (user sessions)	119,238	93,146	28.0%	1,002,253	804,616	24.6%
	Visitor Inquiries	10,678	15,782	-32.3%	121,174	94,304	28.5%
Public Relations	Advertising Value (February)	\$154,729.37	\$917,031.19	-83.1%	\$4,113,055.02	\$5,871,980.15	-30.0%
	Column Inches (February)	673	9,173	-92.7%	23,144	32,386	-28.5%
	Total Circulation (February)	12,655,049	33,911,864	-62.7%	173,541,783	193,720,566	-10.4%
	Significant Placements (February)	11	90	-87.8%	326	383	-14.9%
	Journalists Assisted	23	43	-46.5%	214	223	-4.0%

\* Year-to-date numbers reflect a 2005 calendar year. All other figures reflect a July 1, 2004 - June 30, 2005 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures come from Buncombe County Finance Dept.

\*\*An adjustment in room count was made on April 5, 2004, reducing the number of rooms.